

Daily Herald 1 Mar 1966



**ORIGINAL PROVO PENNEY STORE** — This is Provo's first J. C. Penney Store, opened in 1908 at Second West and Center. The picture was taken in 1910. From left to right are three members of the staff at that time, E. R. Richman, C. H. McKellips and Russell Whitman.

### Penney's Recalls Past Era

## Shirts for 25 Cents? That Was 1902

Shoppers who passed the J.C. Penney Company store in Provo today were startled to see a window display with these prices for merchandise:

Men's ties, 15 cents.

Women's blouse (Paris original), \$1.50.

Gloves, 15 cents.

Men's shirts, 25 cents.

Curtains, 39 cents.

Calico, 15 cents a yard.

goals. Executives from the New York central office will include William M. Batten, chairman of the board, and Ray H. Jordan, president. James Cash Penney, the founder, is also expected.

Warren Gaston, sales and merchandise manager for the local store, and his wife will attend meetings in Colorado

Springs March 14 and 15.

The anniversary observance will include a rededication to principles established by the company founder relating to price reduction through mass purchasing and distribution; economy and efficiency of operation; truthful advertising, friendly service; and merchandise testing.

# Stock Market

FURNISHED BY GOODBODY AND COMPANY

Member of New York Stock Exchange

DOW JONES AVERAGES

	Total Volume	30 Industrials	20 Rails	15 Utilities	68 Stocks
Tuesday's Close:	9,910,000	951.89—1.11	266.76+2.53	141.75—.03	341.97+.85
Wednesday's Open:	2,950,000	951.61—.28	267.16+.40	141.96+.21	342.16+.19

N Y S E MOST ACTIVE STOCKS

	Complete Volume	Close	Chng	SALT LAKE STOCK EXCHANGE
Raytheon	184,200	469 <sup>1</sup> / <sub>2</sub>	+5	Monday's Quotations: Bid Asked
Collins Radio	177,100	74 <sup>1</sup> / <sub>2</sub>	+5 <sup>1</sup> / <sub>2</sub>	Banner Mng ..... 68.00 80.00
Transitron	151,500	15 <sup>1</sup> / <sub>2</sub>	+1 <sup>1</sup> / <sub>2</sub>	Bristol Silver ..... .05 .06 <sup>1</sup> / <sub>2</sub>
Sperry Rand	117,700	20 <sup>1</sup> / <sub>2</sub>	+1 <sup>1</sup> / <sub>2</sub>	Cardiff ..... .09 .10
R C A	113,000	55	+2 <sup>1</sup> / <sub>2</sub>	Chief Con Com ..... 5.00 5.50
Colonial Corp	111,000	13	UNCH	Chief Con. Pfd ..... 4.87 <sup>1</sup> / <sub>2</sub> 5.00
Gt All Pac	105,700	32 <sup>1</sup> / <sub>2</sub>	+1 <sup>1</sup> / <sub>2</sub>	Clayton Silver ..... .36 .39
C B S	104,300	45 <sup>1</sup> / <sub>2</sub>	+2 <sup>1</sup> / <sub>2</sub>	Combined Metals ..... .15 .19
Sunshine Mng	93,600	46 <sup>1</sup> / <sub>2</sub>	+2 <sup>1</sup> / <sub>2</sub>	Cons Eureka ..... 1.14 <sup>1</sup> / <sub>2</sub> 1.17
S C M Corp	93,000	58 <sup>1</sup> / <sub>2</sub>	+2 <sup>1</sup> / <sub>2</sub>	Crown Point ..... .35 .43
Chemway	90,600	11 <sup>1</sup> / <sub>2</sub>	+1 <sup>1</sup> / <sub>2</sub>	Dragon ..... .24 .28
East Air Lines	85,200	77 <sup>1</sup> / <sub>2</sub>	-1 <sup>1</sup> / <sub>2</sub>	East Utah ..... .40 .41
Loral Corp	82,100	15 <sup>1</sup> / <sub>2</sub>	+1	Empire Mines ..... .16 .18
Lear Siegler	79,600	27 <sup>1</sup> / <sub>2</sub>	+2 <sup>1</sup> / <sub>2</sub>	Eureka Bullion ..... .05 .08
Ling Tem V	73,600	61 <sup>1</sup> / <sub>2</sub>	+5 <sup>1</sup> / <sub>2</sub>	Eureka Lily Con ..... .16 .17

NEW YORK STOCK EXCHANGE

	Monday Close	Tuesday Open
Allied Chemical	45 <sup>1</sup> / <sub>2</sub>	45 <sup>1</sup> / <sub>2</sub>
Allis Chalmers	37 <sup>1</sup> / <sub>2</sub>	37 <sup>1</sup> / <sub>2</sub>
Aluminum Led	34 <sup>1</sup> / <sub>2</sub>	34 <sup>1</sup> / <sub>2</sub>
American Can	56	56 <sup>1</sup> / <sub>2</sub>
American Cyanamid	88 <sup>1</sup> / <sub>2</sub>	88 <sup>1</sup> / <sub>2</sub>
American Tel and Tel	59 <sup>1</sup> / <sub>2</sub>	59 <sup>1</sup> / <sub>2</sub>
American Tobacco	37 <sup>1</sup> / <sub>2</sub>	37 <sup>1</sup> / <sub>2</sub>
Arizona Public Service	31	31
Atch T and S Fe R R	40 <sup>1</sup> / <sub>2</sub>	40
Bethlehem Steel	36 <sup>1</sup> / <sub>2</sub>	36 <sup>1</sup> / <sub>2</sub>
Brunswick Corp	10 <sup>1</sup> / <sub>2</sub>	10 <sup>1</sup> / <sub>2</sub>
Burlington R R	47 <sup>1</sup> / <sub>2</sub>	48
Celanese Corp	76 <sup>1</sup> / <sub>2</sub>	76 <sup>1</sup> / <sub>2</sub>
Chrysler Corp	55 <sup>1</sup> / <sub>2</sub>	55 <sup>1</sup> / <sub>2</sub>
Denver and R G W R R	23 <sup>1</sup> / <sub>2</sub>	23 <sup>1</sup> / <sub>2</sub>
Dow Chemical	73 <sup>1</sup> / <sub>2</sub>	73 <sup>1</sup> / <sub>2</sub>
Du Pont	22 <sup>1</sup> / <sub>2</sub>	22 <sup>1</sup> / <sub>2</sub>
Eastman Kodak	117 <sup>1</sup> / <sub>2</sub>	117 <sup>1</sup> / <sub>2</sub>
El Paso Nat Gas	20 <sup>1</sup> / <sub>2</sub>	20 <sup>1</sup> / <sub>2</sub>
Ford Motor Comp	52 <sup>1</sup> / <sub>2</sub>	52 <sup>1</sup> / <sub>2</sub>
General Electric	10 <sup>1</sup> / <sub>2</sub>	10 <sup>1</sup> / <sub>2</sub>
General Foods	79	79 <sup>1</sup> / <sub>2</sub>
General Motors	99 <sup>1</sup> / <sub>2</sub>	99 <sup>1</sup> / <sub>2</sub>
Goodyear	45 <sup>1</sup> / <sub>2</sub>	45 <sup>1</sup> / <sub>2</sub>
Gulf Oil	51 <sup>1</sup> / <sub>2</sub>	52 <sup>1</sup> / <sub>2</sub>
Int Bus Mach	51 <sup>1</sup> / <sub>2</sub>	51 <sup>1</sup> / <sub>2</sub>
Int Resis	34 <sup>1</sup> / <sub>2</sub>	34 <sup>1</sup> / <sub>2</sub>
Kennecott Copper	132 <sup>1</sup> / <sub>2</sub>	131 <sup>1</sup> / <sub>2</sub>
Korvette	25 <sup>1</sup> / <sub>2</sub>	25 <sup>1</sup> / <sub>2</sub>
Littton Industries	82 <sup>1</sup> / <sub>2</sub>	84 <sup>1</sup> / <sub>2</sub>
Minn Min Mfg	67 <sup>1</sup> / <sub>2</sub>	67 <sup>1</sup> / <sub>2</sub>
Monsan Chemical	81 <sup>1</sup> / <sub>2</sub>	81 <sup>1</sup> / <sub>2</sub>
Montgomery Ward	32 <sup>1</sup> / <sub>2</sub>	33
Mtn Fuel Supply	35	35

SALT LAKE STOCK EXCHANGE SALES

Champion Silver, 100 at 1.15; 100 at 1.20;
100 at 1.25
Chief Con Pfd, 1,133 at 4.87 <sup>1</sup> / <sub>2</sub>
Comet Coal, 500 at .35
Diamond B, 1,000 at .02 <sup>1</sup> / <sub>2</sub>
Dragon, 1,000 at .24
East Utah, 1,000 at .40
Great Western, 200 at .04 <sup>1</sup> / <sub>2</sub>
Horn Silver, 2,000 at .21
Kashmir, 2,000 at .20
Movilematic, 1,900 at .49
New Park, 100 at 5.62 <sup>1</sup> / <sub>2</sub>
Royston Coal, 3,400 at .05 <sup>1</sup> / <sub>2</sub>
Sage Oil, 225 at 6.50
South Std, 500 at 1.60
Tintic Lead, 3,500 at .18
Tintic Std, 200 at 7.00; 400 at 7.12 <sup>1</sup> / <sub>2</sub>
Utah Wyoming, 800 at .80

MUTUAL FUNDS

	Monday's Quotations:	Bid	Asked
Affiliated Fund	9.27	10.03	
Dividend Shares	3.81	4.18	
Dow Theory	7.79	8.42	
Dow-Farmer	67.06	70.52	

# Death Claims

## Zola Cox, 54

Zola Louise Cochran Cox, 54, 129 N. 4th W., Provo, died Monday afternoon in the Utah Valley Hospital of a bronchial infection.

She was born July 1, 1911, in Eugene, Ore., the daughter of Carlyle Louise Scott Cochran.

She married David L. Cox Mrs. Cox on April 8, 1939, in St. George. She moved with her parents to Redland, Calif., and then to Salt Lake City in 1915. She moved to Provo when she was seven years old, attended Franklin School and Provo Junior High School and was graduated from Provo High School in 1930.

She attended Brigham Young University, then lived one year in Washington, D. C., where she went to George Washington University. She returned to Provo and was employed by the Continental Distributors. In 1937 she began employment at the Telluride Motor Co. After her marriage, they lived in Provo. She was a member of the LDS Church, active as a teacher in Primary and Sunday School, secretary in the YWMIA for many years and served as counselor in the Provo Third Ward Relief Society for five years.

She was a member of the Amore Club, and for the past nine years had been employed at Kiddieville.

She is survived by her hus-

